## CLAIMS

- 1. A paper quality improver for papermaking, comprising a copolymer (A) having a constituent unit derived from at least one nonionic monomer having a solubility parameter of 20.5 (MPa)<sup>1/2</sup> or less and a constituent unit derived from at least one anionic or cationic monomer and a surfactant (B) at an (A)/(B) ratio in the range of 99/1 to 1/99 (weight ratio), the quality improver providing at least one paper quality improving effect of the followings (i), (ii), and (iii):
- (i) standard improved bulky value: 0.02 g/cm³ or more;
- (ii) standard improved opacity: 1.0 point or more; and
- (iii) standard improved brightness: 0.5 point or more.
- 2. A paper quality improver for papermaking, comprising a copolymer (A) having a constituent unit derived from at least one nonionic unsaturated monomer having a solubility parameter of 20.5 (MPa) <sup>1/2</sup> or less and a constituent unit derived from at least one anionic or cationic monomer and a surfactant (B) at a rate in the range of (A)/(B) =99/1 to 1/99 (weight ratio), the quality improver providing at least one paper quality improving effect of the followings (i), (ii), and (iii): (i) standard improved bulky value: 0.02 g/cm³ or more; (ii) standard improved opacity: 1.0 point or more; and
- 3. A paper quality improver for papermaking, comprising a copolymer (A) having a constituent unit derived from at least one nonionic monomer having a solubility parameter of 20.5 (MPa) $^{1/2}$  or less in a total amount of 5 to 84% by weight in the

(iii) standard improved brightness: 0.5 point or more.

polymer and a constituent unit derived from at least one anionic or cationic monomer in a total amount of 1 to 80% by weight in the polymer and a surfactant (B) at an (A)/(B) ratio in the range of 99/1 to 1/99 (weight ratio).

- 4. The paper quality improver for papermaking according to any one of claims 1 to 3, wherein the copolymer (A) further comprises a constituent unit derived from at least one nonionic unsaturated monomer having a solubility parameter of 26.6 (MPa) 1/2 or more.
- 5. The paper quality improver for papermaking according to any one of claims 1 to 4, wherein, as the contents of the constituent monomers, the copolymer (A) comprises 5 to 84% by weight of the nonionic unsaturated monomer having a solubility parameter of 20.5 (MPa)<sup>1/2</sup> or less, 1 to 80% by weight in total of the anionic monomer and the cationic monomer and 15 to 94% by weight of the nonionic unsaturated monomer having a solubility parameter of 26.6 (MPa)<sup>1/2</sup> or more.
- 6. The paper quality improver for papermaking according to any one of claims 1 to 4, wherein one of the constituent monomers of copolymer (A) further comprises a crosslinkable constituent monomer.
- 7. The paper quality improver for papermaking according to any one of claims 1 to 4, wherein the HLB of the surfactant (B) is in the range of -5 to 15.
- 8. The paper quality improver for papermaking according to any one of claims 1 to 4, wherein the surfactant (B) is nonionic.

- 9. The paper quality improver for papermaking according to any one of claims 1 to 4, wherein the surfactant (B) is a surfactant selected from alcohols and alcohol alkylene oxide adducts containing an alkylene oxide group having 2 to 4 carbons in an average amount of 0 to less than 150 moles per 1 mole of the alcohol.
- 10. The paper quality improver for papermaking according to any one of claims 1 to 4, wherein the surfactant(B) is water-soluble.
- 11. The paper quality improver for papermaking according to any one of claims 1 to 4, further comprising a water-soluble polymer (C) having at least one of a weight-average molecular weight of 1000 to 10,000,000 and a viscosity at 25°C in an 1% aqueous solution of 1 to 4,000 mPa·s.
- 12. The paper quality improver for papermaking according to any one of claims 1 to 4, exerting the effect of a standard improved ratio in burst index of -3,000 or more.
- 13. A process of producing a pulp sheet, comprising the steps of adding the paper quality improver for papermaking according to any one of claims 1 to 4 to pulp in any step before a papermaking step and papermaking the pulp at a papermaking speed of 200 m/min or more.
- 14. A pulp sheet comprising the paper quality improver for papermaking according to any one of claims 1 to 4.